



Growing Healthy Kids Columbus Coalition

____ Steering Committee

____ X Full Coalition

Date: July 30, 2013 Time: 10:00 am – 11:30 am

Location: Columbus Public Health
Meeting Room 119C
240 Parsons Ave.
Columbus, Ohio 43215

Facilitators: Cheryl Graffagnino, Columbus Public Health
Jamie Turner, Columbus Public Health

Attendees: Elaine Tran (CPH, HCHW), Bob Holomuzki (CPH, Strategic Nursing), Barb Seckler (CPH, IAL), Pat Reiderer (OSU Extension), Shelby Sutphen (CHA), Phyllis Pirie (OSU CPH PRC), Carolyn Bernard (Columbus City Schools), Kellee Gauthier (Learn for Life), Ali Segna (CPH, HCHW), Jackie Broderick-Patton (Columbus City Schools), Jamie Turner (CPH, HCHW), Carol Smathers (OSU Extension), Kahassai Tafese (Molina), Kate Whitman (MCHS), Katelyn Gordon (OSU), Caitlin Langhorne (CPH), Samantha Pelton (Columbus Urban League), Sue Wolfe (CD4AP – HEAL), Kathleen Dunn (CPH), Rose Kramer (CPH), Ashley Russell (COSI), Betsy Loeb (AFC)

Meeting at-a-glance:

- Program Updates
- Water First for Thirst Campaign Tools
- Water First for Thirst Action Plan

Outcomes/Next Steps:

- Next meeting: **Tuesday, August 27, 2013 10:00am -11:30am** at Columbus Public Health, Room 119C.
- Water First for Thirst chosen as a feature message for the 10TV Commit to be Fit spot for August and September.
- Water First for Thirst social media campaign introduced. Members will further spread the WFFT message through facebook and twitter.
 - Sample facebook posts and tweets also given out for coalition members to use on their personal pages.

Agenda Item 1: Program Updates

<i>Partner/Organization</i>	<i>Supporting Breastfeeding</i>	<i>Supporting Physical Activity</i>	<i>Supporting Healthy Eating</i>	<i>Increasing Screening and Referral</i>	<i>Other</i>
Cheryl Graffagnino/Jamie Turner (CPH/HCHW)		Imagination Playground at Cap City Nights	Helping community kitchens serve healthier meals: Faith Mission, Loaves & Fishes. WFFT social media being launched with twitter and facebook.		
Shelby (CHA Children's Hunger Alliance)		Physical activity kit for home care encouraging more structured PA	Water policy to be implemented to align child care center work with home care providers		
Ashley Russell (COSI)		Get Fit Family event being planned for January 2014.	Farm to Table exhibit being developed to be put in the Little Kid Space in Sept. Kids will be able to explore where food comes from.		
Pat Reiderer (OSU Extension/EFNEP)			Water provided in all programming and meetings		
Bob Holomuski (CPH/Strategic Nursing Team)		Promoted WFFT and nutrition at South Side Area Commission. Also presented healthy messaging at South Side Block Watch.			
Kahanssai (Molina)		Partnering with Columbus Crew soccer clinics. Players talked to kids.	Blender bike at several events. Talked about nutrition education, water. Cap city nights, urban connection, cooking matters working on promoting water.	Neighborhood House community event had screening with Ohio Health	



				mobile unit.	
Betsy Loeb (Action for Children)			Nice, framed water posters outside of all professional development rooms. Promoting water message through social media.		
Phyllis Pirie (OSU PRC)		Partnering with CPH on farmers markets. Getting students and staff volunteers. Working on renewal of the PRC			Actively drafting plan for PRC renewal. Next project will focus on physical activity opportunities in 43205, 06 and 07.
Sue Wolfe (CD4AP Community Development for All People)	Working on reducing infant mortality with Ohio Equity Institute .	Party on the Plaza: second year serving healthy meal. Also had the active play kit there at the event. Had a relay race where they used different components of the play kit.			
Barb Seckler (IAL)		Kids Cycle Columbus continues. Kids earn bikes through a safety/educational course, 80 kids reached. Community Gardens: starting evaluation process for launch next year. Columbus will be a part of a NAACHO Core Cities Initiative for SSB/WFFT policy, messaging, education			
Jackie Broderick Patton (CCS)		New staff orientation leadership summit to offer water messaging and wellness initiative. Toolkit available which includes shirt, water bottle, healthy cooking book→aligned with HCHW messages Health champions at each building will disseminate tools across district. Central registration to serve water in waiting room.			
Ali Segna		Promoted WFFT in email to all of the child care centers HCHW			



<i>(CPH/HCHW)</i>		works with. Water station at CPH farmers market with water poster hung by it. Tricycle incentive for child care centers. HCHW policies reviewed using the Well CAT tool.		
<i>Kate (Mount Carmel)</i>	Water first for thirst article. Cheryl presenting message at quarterly meeting of health ministries			



Agenda Item 2: Water First for Thirst Campaign Tools

- Kathleen (CPH) has created a Growing Healthy Kids Columbus facebook page and twitter account. Both feature Water First for Thirst
- Sample blog posts, facebook posts, and tweets given to coalition members to help further spread the word.
- Additional ideas discussed for spreading the water first for thirst message
 - Videos, new phrases related to water first for thirst, giveaway items (stickers, magnets, cups, QR code)
- Logo discussion
 - WFFT does not have a logo.
 - Have competition between students to make a new logo and have a prize for the winner.
 - UWCO and Cardinal could secure some funds for logo and branding of WFFT
- NAACHO 4 core cities to focus on sugar sweetened beverage campaign.

Agenda Item 3: Water First for Thirst Action Plan

- Water has been served at several events and messaging has been getting out.
- WFFT media will be sent out.
- Organizations will look into what to do about a WFFT logo.

Agenda Item 4: Other updates

- HCHW 12 Key messages
 - Messages need to be more transparent and readily available.
 - Started as 6 messages but expanded to 12.
 - They're on the HCHW website but have not been publicized well other than WFFT.
 - Key messages were meant to be introduced as monthly messages for child care centers to focus on.

Growing Healthy Kids Columbus Coalition Action Plan for 2013 Water First For Thirst Campaign				
Audience	Tools	Action	Timeline	Responsible Party/Partners
Parents of children age birth to 5	Healthy Children, Healthy Families curriculum (existing tool)	Include Water First Campaign into curriculum	Ongoing	OSU Extension EFNEP
Pregnant Women	Healthy Children, Healthy Families curriculum	Include tips on making water more appealing	Ongoing	OSU Extension EFNEP
Children birth to 5	Water	<ul style="list-style-type: none"> Offer water to those waiting at central registration for CCS 	Fall 2013	CCS
Choice Providers (e.g. those who decide what beverages are offered)	Water First for Thirst Toolkit (posters, power point presentation, one pager) (existing tool)	<ul style="list-style-type: none"> Present to various community organizations 	Summer 2013	CPH Strategic Nursing Team
Caregivers/Providers	<ul style="list-style-type: none"> Water First Posters (existing tool) Water pitchers (existing tool) Sample healthy vending language (existing tool) 	<ul style="list-style-type: none"> Provide water at all workshops for providers and internal meetings Establish healthy vending policy 	ongoing	Action for Children
	<ul style="list-style-type: none"> Water First water bottles Water first policy 	<ul style="list-style-type: none"> Trying to get water bottles with WFFT message donated Water first policy under development 	Fall 2013	Children's Hunger Alliance
Other	Facebook/Twitter page	<ul style="list-style-type: none"> Start to post on pages and get a social media following 	Ongoing	HCHW
	General WFFT slide(s) will be sent out to other coalition members to add to their power points	<ul style="list-style-type: none"> HCHW will send out WFFT info slides 	September	HCHW



	Water first for thirst give away items (stickers, magnets, etc...)	<ul style="list-style-type: none">• Look into logo and funding for these items	Fall 2013	UWCO, Cardinal
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